

INTRO TO COMMON MESSAGING TOOLS

Enclosed, please find several tools for you to use when providing a high-level overview of the EHR Incentive Program and meaningful use to hospitals, physician office staff and all types of eligible professionals in Washington state. These materials and messages are meant to provide the many organizations involved with meaningful use a consistent way of giving the “meaningful use basics”—a starting place for more detailed discussions. Many repetitions of the same message from different sources will help eligible hospitals and professionals understand what it is all about.

What Are the Tools?

- An overview fact sheet
- A Q & A document
- A slide deck

How Do I Use These Materials?

You can use the materials in their existing form on your web site, in face-to-face meetings, etc. The fact that the pieces are co-branded demonstrates that all the various players in Washington state are working together. These materials are also meant to be freely used. You are encouraged to cut and paste the language into your own communications without any need for attribution, such as your own:

- Web site
- Emails
- Newsletters
- Brochures and fact sheets
- Presentations
- Other communications

Why Are These Tools So Similar?

These tools are the same key messages in different formats so that different people can get information in the way that works best for them, and so you have tools that will work in different circumstances.

How Were These Tools Developed?

These common messages were developed jointly by a group of stakeholders, in a series of meetings facilitated by Megan Aukema of Aukema & Associates. The stakeholders involved in development and review of messaging were: Washington State Health Care Authority, Qualis (for WIREC), INHS (for Beacon Community Information Network), OneHealthPort (for Washington Health Information Exchange), Washington State Medicaid, Washington State Department of Health, Washington State Hospital Association, Washington State Medical Association, and Bellevue Community College.

What if Things Change, Another Organization Wants to Include its Logo, or the Materials Need to be Updated?

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